UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/846,100	04/30/2001	Masayuki Chatani	375.15.01	3956

7590 05/15/2006

MARTINE & PENILLA, LLP
710 LAKEWAY DR.
SUITE 170
SUNNYVALE, CA 94085

EXAMINER	
SALL, EL HADJI MALICK	
ART UNIT	**PAPER NUMBER**
2157	

DATE MAILED: 05/15/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/846,100	CHATANI, MASAYUKI	
	Examiner	Art Unit	
	El Hadji M. Sall	2157	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *09 February 2006*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-19,22-26 and 28-35* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-19,22-26 and 28-35* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

1. This action is responsive to the amendment filed on February 9, 2006. Claims 1-19, 22-26 and 28-35 are pending. Claims 1, 14, 16, 17, 22, 24, 28, 30 and 31 are amended. Claims 1-19, 22-26 and 28-35 represent Method and System for Providing Evaluation of Text-Based Products.

4. ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) a patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. Claims 1-6 and 11-19 and 22-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz U.S. 6,460,035 in view of Bieganski U.S. 6,321,221.

Herz teaches the invention substantially including system and method for providing customized electronic newspapers and target advertisement (see abstract).

As to claim 1, Herz teaches a method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content, the method comprising the steps of:

storing data exclusively concerning a search text content read by the customer in the customer database (column 8, lines 1-9, Herz discloses storage space by only storing those target objects which are relevant to the user's interest);

receiving a search request comprising a search item from the customer, the search request being initiated by the customer to search for the search item (column 29, lines 11-15, Herz discloses the user can interact with the information servers to request and obtain access to data that resides on mass storage systems; figure 16, item 1602 (i.e. when user inputs queries, it is inherent that "the search request is being initiated by the customer or user"));

comparing data concerning the search item with data previously read by the customer to obtain rating data responsive to the search request (column 6, lines 53-60, Herz discloses the system further includes a profile processing module which estimates each user's target profile interest summaries by comparing the target profiles of these target objects against the search profiles in users' search profile sets; figure 16, item 1604); and

transmitting the obtained rating data to the customer for display at a customer computer (column 18, lines 13-27, Herz discloses a sliding bar or indicator needle on the user's screen, can be used is to continuously display the passive feedback score estimated by the system for the target object being viewed; figure 16, items 1606, 1609).

Herz fails to teach explicitly a customer database configured to store data concerning text content read by the customer.

However, Bieganski teaches system, method and article of manufacture for increasing the user value of recommendations. Bieganski teaches a customer database configured to store data concerning text content read by the customer (column 7, line 59; column 17, lines 16-20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski to provide a customer database configured to store data concerning text content read by the customer; and to compare comparing data concerning the search item with data limited to text content previously read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request. One would be motivated to do so to allow keeping track of the user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

As to claim 2, Herz teaches the method of claim 1, further comprising transmitting similarity data to a customer computer for display, wherein the similarity data indicates the similarity of the search item with at least one item included in the text content previously read by the customer (column 7, lines 64-67).

As to claim 3, Herz teaches the method of claim 2, wherein the similarity data is a rating of the percentage similarity between the search item and at least one item included in the text content previously read by the customer (column 7, lines 24-30).

As to claim 4, Herz teaches the method of claim 1, further comprising the step of registering information regarding the text content previously read by the customer in the customer database (column 5, lines 37-41; column 8, lines 1-9).

As to claim 5, Herz teaches the method of claim 4, wherein the step of registering information includes receiving search item information from the customer computer, instructing a database server to search the first database, and generating a search results list (column 3, lines 2-10; column 5, lines 16, lines 16-22).

As to claim 6, Herz teaches the method of claim 1, further comprising establishing the search item under consideration by the customer (column 4, lines 63-65).

As to claim 11, Herz teaches the method of claim 1, wherein the step of comparing data includes:

searching keyword fields in the customer database based on keywords of the search item (column 2, lines 43-48);

rating candidate text content according to an algorithm (column 3, lines 12-23).

As to claim 12, Herz teaches the method of claim 11, wherein the algorithm rates text content having a greater number of keywords in common with the search item under consideration higher than text content sharing fewer keywords (column 3, lines 12-35).

As to claim 13, Herz teaches the method of claim 11, wherein the algorithm rates text content having a number of keywords in common, in the range between 60 percent and about 75 percent, with the search item under consideration as the highest-rated text content (column 56, lines 14-28).

As to claim 14, Herz teaches a method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content, the method comprising the steps of:

receiving a search request comprising a search item from the customer (column 29, lines 11-15, Herz discloses the user can interact with the information servers to

request and obtain access to data that resides on mass storage systems; figure 16, item 1602);

comparing data concerning the search item with data previously read by the customer to obtain rating data responsive to the search request (column 6, lines 53-60, Herz discloses the system further includes a profile processing module which estimates each user's target profile interest summaries by comparing the target profiles of these target objects against the search profiles in users' search profile sets; figure 16, item 1604);

transmitting the obtained rating data to a customer computer for display (column 18, lines 13-27, Herz discloses a sliding bar or indicator needle on the user's screen, can be used is to continuously display the passive feedback score estimated by the system for the target object being viewed; figure 16, items 1606, 1609); and

transmitting similarity data to the customer computer for display (column 7, lines 64-67, Herz discloses the detailed, comprehensive target profiles and user-specific target profile interest summaries enable the system to provide responsive routing of specific queries for user information access; column 3, lines 2-4, Herz discloses articles with similar profile are retrieved; figure 16, items, 1606, 1609).

Herz fails to teach explicitly a customer database configured to store data concerning text content read by the customer.

However, Bieganski teaches a customer database configured to store data concerning text content read by the customer (column 7, line 59; column 17, lines 16-

20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski to provide a customer database configured to store data concerning text content read by the customer; and to compare comparing data concerning the search item with data limited to text content previously read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request. One would be motivated to do so to allow keeping track of the user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

As to claim 15, Herz teaches the method of claim 1, further comprising the step of registering information regarding the text content previously read by the customer in the customer database (column 8, lines 1-9).

As to claim 16, Herz teaches a method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content, the method comprising the steps of:

registering information regarding the text content previously read by the customer in the customer database (column 8, lines 1-9, Herz discloses...provide the desired information only storing those target objects which are relevant to the user's interest);

receiving a search request comprising a search item from the customer, the search request being initiated by the customer to search for the search item (column 29, lines 11-15, Herz discloses the user can, by use of the information access software, interact with the information servers...to request and obtain access to data that resides on mass storage systems; figure 16, item 1602);

comparing data concerning the search item with data previously read by the customer to obtain rating data responsive to the search request (column 6, lines 53-60, Herz discloses the system further includes a profile processing module which estimates each user's target profile interest summaries, for example by comparing the target profiles of these target objects against the search profiles in users' search profile sets; figure 16, item 1604).

transmitting the obtained rating data to a customer computer for display (column 18, lines 13-27, Herz discloses a sliding bar or indicator needle on the user's screen, can be used is to continuously display the passive feedback score estimated by the system for the target object being viewed; figure 16, items 1606, 1609).

Herz fails to teach explicitly a customer database configured to store data concerning text content read by the customer.

However, Bieganski teaches a customer database configured to store data concerning text content read by the customer (column 7, line 59; column 17, lines 16-20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski to provide a customer database configured to store data concerning text content read by the customer; and to compare comparing data concerning the search item with data limited to text content previously read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request. One would be motivated to do so to allow keeping track of the user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

As to claim 17, Herz teaches a system for providing evaluation information to a customer comprising:

a customer computer programmed to transmit a search request comprising a search item, the search request being initiated by the customer to search for the search item, and to display search results (column 29, lines 11-15, Herz discloses the user can, by use of the information access software, interact with the information servers, and to request and obtain access to data that resides on mass storage systems; figure 16, items 1602, 1609);

a first database configured to store data concerning text content (column 8, lines 1-9, Herz discloses...provide the desired information only storing those target objects which are relevant to the user's interest);

a database server, connected to the first, programmed to compare data concerning the search item by the customer by accessing the first database to obtain

rating data responsive to the search request (column 6, lines 53-60, Herz discloses the system further includes a profile processing module which estimates each user's target profile interest summaries, for example by comparing the target profiles of these target objects against the search profiles in users' search profile sets).

Herz fails to teach explicitly a customer database configured to store data exclusively concerning text content read by the customer.

However, Bieganski teaches a customer database configured to store data exclusively concerning text content read by the customer (column 7, line 59; column 17, lines 16-20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski to provide a customer database configured to store data exclusively concerning text content read by the customer; and to compare data concerning the search item with data limited to text content read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request. One would be motivated to do so to allow keeping track of the user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

As to claim 18, the system of claim 17, wherein the database server is further programmed to register information regarding the text content read by the customer into the customer database (column 8, lines 1-9).

As to claim 19, the system of claim 17, wherein the database server is further programmed to transmit the rating data and similarity data to the customer for display on the customer computer (column 18, lines 13-27; column 7, lines 64-67).

As to claim 22, Herz teaches a system for providing evaluation information to a customer comprising:

a customer computer programmed to transmit a search request comprising a search item, the search request being initiated by the customer to search for the search item, and to display search results (column 58, lines 43-45, Herz discloses the user can then transmit a request by computer...to indicate which of the identified articles the user wishes to review; figure 16, item 1602);

a first database configured to store data concerning text content (column 34, lines 55-60, Herz discloses the actual user-specific information and the associated pseudonyms need to be stored locally on the proxy server, but may alternatively be stored in a distributed fashion and be remotely addressable from the proxy server via point-to-point connection);

a database server, connected to the first and customer databases, programmed to:

register information regarding the text content read by the customer into the customer database (column 5, lines 37-41, Herz discloses for reasons of confidentiality and privacy, a particular user may not wish to make public all of the interest recorded in

the user's target profile interest summary...; column 8, lines 1-9, Herz discloses...provide the desired information only storing those target objects which are relevant to the user's interest); and

compare data concerning the search item with data concerning text content read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request (column 6, lines 53-60, Herz discloses the system further includes a profile processing module which estimates each user's target profile interest summaries, for example by comparing the target profiles of these target objects against the search profiles in users' search profile sets; figure 16, item 1604).

Herz fails to teach explicitly a customer database configured to store data exclusively concerning text content read by the customer.

However, Bieganski teaches a customer database configured to store data concerning text content read by the customer (column 7, line 59; column 17, lines 16-20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski to provide a customer database configured to store data concerning text content read by the customer; and to compare data concerning the search item with data limited to text content previously read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request. One would be motivated to do so to allow

keeping track of the user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

As to claim 23, Herz teaches the system of claim 22, wherein the database server is further programmed to transmit the rating data and similarity data to the customer computer for display (column 18, lines 13-27; column 7, lines 64-67).

As to claim 24, Herz teaches an article of manufacture embodying a program of instructions executable by a machine, the program of instructions including instructions for:

receiving a search request comprising a search item from a customer, the search request being initiated by the customer to search for the search item (column 29, lines 11-15, Herz discloses the user can, by use of the information access software, interact with the information servers...to request and obtain access to data that resides on mass storage systems; figure 16, item 1602);

compare data concerning the search item by accessing a first database to obtain rating data responsive to the search request (column 6, lines 53-60, Herz discloses the system further includes a profile processing module which estimates each user's target profile interest summaries, for example by comparing the target profiles of these target objects against the search profiles in users' search profile sets; figure 16, item 1604); and

transmitting the obtained rating data to a customer computer for display (column 18, lines 13-27, Herz discloses...a visual indicator, such as a sliding bar or indicator needle on the user's screen, can be used is to continuously display the passive feedback score estimated by the system for the target object being viewed; figure 16, item 1609);

Herz fails to teach explicitly the customer database that is accessed stores only data concerning text content read by the customer.

However, Bieganski teaches the customer database that is accessed stores only data concerning text content read by the customer (column 7, line 59; column 17, lines 16-20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski to provide the customer database that is accessed stores only data concerning text content read by the customer; and to compare data concerning the search item with data limited to text content previously read by the customer by accessing a first database and a customer database to obtain rating data responsive to the search request. One would be motivated to do so to allow keeping track of the user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

As to claim 25, Herz teaches the article of manufacture of claim 24 further includes instructions for registering information regarding the text content previously read by the customer in the customer database (column 5, lines 37-41).

As to claim 26, Herz teaches the article of manufacture of claim 25 further includes instructions for transmitting similarity data to the customer computer for display, wherein the similarity data indicates the similarity of the search item with at least one item included in the text content previously read by the customer (column 7, lines 24-30).

5. Claims 7-10 and 28-35 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz U.S. 6,460,035 in view of Bieganski U.S. 6,321,221, further in view of Reisman U.S. 6,611,862.

Herz teaches the invention substantially including system and method for providing customized electronic newspapers and target advertisement (see abstract).

As to claim 7, Herz teaches the method of claim 6, wherein the step of establishing the search item under consideration by the customer is accomplished by:

receiving search criteria information from the customer (column 6, lines 48-3);

instructing the database server to search the first database (column 38, lines 48-67)

Herz fails to teach displaying potential text content items on a customer web browser.

However, Reisman teaches user station software that controls transport and presentation on content from a remote source. Reisman teaches displaying potential text content items on a customer web browser (figure 12).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Herz in view of Reisman to introduce displaying potential text content items on a web browser. One would be motivated to do so to include the capability for remote database management and the ability to maintain and modify a web site from any remote Internet-connected location.

As to claim 8, Herz teaches the claim 7, wherein a text content item selected by the customer is used in obtaining rating data (column 7, lines 1-6).

As to claim 9, Herz teaches the method of claim 7, wherein a text content item selected by the customer is used in obtaining similar data (column 8, lines 50-51).

As to claim 10, the method of claim 8, wherein a text content item selected by the customer is used in obtaining similar data (column 8, lines 50-51).

As to claim 28, Herz teaches a method for providing text content evaluation information to a customer computer in response to a request for search item evaluation information from the customer computer using a system comprising (1) the customer computer programmed to transmit a search request for text content evaluation information and to display the search results (column 29, lines 11-15); (3) a first database for storing data concerning text content (column 8, lines 1-9), the method comprising:

a) initiating a search request at the customer computer to evaluate a search item under consideration by the customer, wherein the search request being initiated by the customer (column 26, lines 1-11).

Herz fails to teach explicitly (4) a customer database for storing data concerning text content read by the customer operating the customer computer.

However, Bieganski teaches a customer database for storing data concerning text content read by the customer operating the customer computer (column 7, line 59; column 17, lines 16-20).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski, further in view of Reisman to provide a customer database for storing data concerning text content read by the customer operating the customer computer; and transmitting the search request from the web server to the database server, whereby the database server compares data concerning the search item stored in the first database with data limited to text content read by the customer operating the customer computer to obtain search item evaluation data

responsive to the search request. One would be motivated to do so to allow keeping track of the user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

Herz fails to teach (2) a bidirectional network connection between said customer computer and web server allowing data transfer therebetween; and (5) a database server, connected to the web server, programmed to receive customer computer search requests through the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web, the method comprising the steps of:

b) receiving the search request at the web server; and

d) transmitting the search item evaluation information from the database server to web server for display of the search item evaluation information at the customer computer.

However, Reisman teaches (2) a bidirectional network connection between said customer computer and web server computer allowing data transfer therebetween (figure 12; column 40); and (5) a database server, connected to the web server, programmed to receive customer computer search requests from the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web server (figure 12, item 145), the method comprising the steps of:

b) receiving the search request at the web server (column 40, lines 31-41; figure 12; column 40, lines 18-12); and

d) transmitting the search item evaluation data from the database server to web server for display of the search item evaluation data at the customer computer (column 37, lines 33-41).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Herz in view of Reisman to introduce a system comprising a web server computer and a database server connected to the web server. One would be motivated to do so to include the capability for remote database management and the ability to maintain and modify a web site from any remote Internet-connected location.

As to claim 29, Herz teaches the method of claim 28 further comprising registering text content read by the customer into the customer database (column 5, lines 37-41; column 8, lines 1-9).

As to claim 30, Herz teaches a method for providing text content evaluation information to a customer computer in response to a request for search item evaluation information from the customer computer using a system comprising (1) the customer computer programmed to transmit a search request for text content evaluation information and to display the search results (column 29, lines 11-15); (3) a first database for storing data concerning text content (column 8, lines 1-9), the method comprising the steps of :

a) initiating the search request at the customer computer to evaluate a search item under consideration by the customer, wherein the search request being initiated by the customer (column 26, lines 1-11; figure 16, item 102); and

e) registering text content items that have been read by the customer from the related text content data (column 5, lines 37-41; column 8, lines 1-9); and

f) comparing data concerning the search item under consideration with data concerning the registered text content, both from the first database, to obtain search item evaluation data responsive to the search request (column 6, lines 53-60).

Herz fails to teach explicitly (4) a customer database for storing data concerning text content read by the customer operating the customer computer.

However, Bieganski teaches a customer database for storing data concerning text content read by the customer operating the customer computer (column 7, line 59; column 17, lines 16-20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski, further in view of Reisman to provide a customer database for storing data concerning text content read by the customer operating the customer computer; and c) transmitting the search request from the web server to the database server, whereby the database server compares data concerning the search item under consideration with data concerning text content, both from the first database and the customer database, to identify text content related to the search item under consideration. One would be motivated to do so to allow keeping track of the

user item preferences of the customer (column 7, lines 57-58), and inputting item recommendation data (abstract).

Herz fails to teach (2) a bidirectional network connection between said customer computer and web server allowing data transfer therebetween; and (5) a database server, connected to the web server, programmed to receive customer computer search requests through the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web, the method comprising the steps of:

b) receiving the search request at the web server; and

d) transmitting the related text content data from the database server to the web server for display of the related text content data at the customer computer.

g) transmitting the search item evaluation data from the database server to web server for display of the search item evaluation data at the customer computer.

However, Reisman teaches (2) a bidirectional network connection between said customer computer and web server computer allowing data transfer therebetween (figure 12; column 40, lines 18-12, Reisman discloses sending of information from the user to web package server 136 can be accommodated, if desired, using the bi-directional capabilities of the transporter); and (5) a database server, connected to the web server, programmed to receive customer computer search requests from the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web server (figure 12, item 145), the method comprising the steps of:

b) receiving the search request at the web server (column 40, lines 31-41; figure 12; column 40, lines 18-12); and

d) transmitting related text content data from the database server to the web server for display of the related text content data at the customer computer (column 37, lines 33-41).

g) transmitting the search item text content evaluation information from the database server to web server for display of the search item text content evaluation information at the customer computer (column 37, lines 33-41).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Herz in view of Bieganski, further in view of Reisman to introduce a system comprising a web server computer and a database server connected to the web server. One would be motivated to do so to allow capability for remote database management and the ability to maintain and modify a web site from any remote Internet-connected location.

As to claim 31, Herz teaches a system for providing text content evaluation information to a customer computer in response to a request, the search request being initiated by a customer, for search item evaluation information from the customer computer, wherein the customer computer is programmed to transmit a search request for search item evaluation information and to display search results, the system comprising:

a first database for storing data concerning text content (column 8, lines 1-9, Herz discloses...provide the desired information only storing those target objects which are relevant to the user's interest); and

Herz fails to teach explicitly (4) a customer database for storing data concerning text content read by the customer operating the customer computer.

However, Bieganski teaches a customer database for storing data concerning text content read by the customer operating the customer computer (column 7, line 59; column 17, lines 16-20, Bieganski discloses preference information, such as rating books she has read, of the user is stored on a database).

It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Herz in view of Bieganski, further in view of Reisman to provide a customer database for storing data concerning text content read by the customer operating the customer computer; transmitting the search request from the web server to the database server, whereby the database server compares data concerning the search item stored in the first database with data concerning text content read by the customer operating the customer computer to obtain search item evaluation data responsive to the search request in order to keep track of the user item preferences of the customer (column 7, lines 57-58).

Herz fails to teach a network connection between said customer computer and web server computer allowing data transfer therebetween; and

a database server, connected to the web server, program to receive customer computer search request from the web server, to process search requests, to access

the first database, to access the customer database, and to provide search results to the web server, wherein the search results are transmitted to the customer computer for display on the customer computer.

However Reisman teaches a network connection between said customer computer and web server computer allowing data transfer therebetween (figure 12; column 40, lines 18-12); and

a database server, connected to the web server, programmed to receive customer computer search requests through the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web server (figure 12, item 145).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Herz in view of Bieganski, further in view of Reisman to provide a system comprising a web server computer and a database server connected to the web server. One would be motivated to do so to include the capability for remote database management and the ability to maintain and modify a web site from any remote Internet-connected location.

As to claim 32, Herz teaches the system of claim 31, wherein the search results comprise registration search results including a list of text content items presented to the customer as registration candidates, having a greatest number of keywords that match the keywords associated with a search item under consideration by the customer (column 3, lines 2-10; column 5, lines 16-22; column 2, lines 43-43).

As to claim 33, Herz teaches the system of claim 31, wherein the search results comprise registration search results including a list of text content items presented to the customer as registration candidates, when the greatest number of keywords equal to the keywords associated with a search item under consideration by the customer is in the range between about 60 percent and about 75 percent (column 3, lines 2-10; column 5, lines 16-22; column 56, lines 14-28).

As to claim 34, Herz teaches the system of claim 31, wherein the search results comprise evaluation search results including an initial list of text content items, presented to the customer as recommendation candidates, generated by matching keywords with a search item selected by the customer (figure 13A; column 2, lines 43-43; column 56, lines 14-28).

As to claim 35, Herz teaches the system of claim 34, wherein the evaluation search results further include an alternate list of text content items generated by matching text-content-related data other that keywords, said alternate list being created by the database server in the event the initial list of text content items is unsatisfactory to the customer (column 2, lines 57-67).

6. ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to El Hadji M Sall whose telephone number is 571-272-4010. The examiner can normally be reached on 8:00-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on 571-272-4001. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

El Hadji Sall
Patent Examiner
Art Unit: 2157

ARIO ETIENNE
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100